

# PEG Pilot Program

---

## Progress report on the PEG Video On Demand and Online platforms

---

January 2012



# PEG Pilot Program Status Report

*For the period of July 28, 2011 through January 28, 2012*

This report describes the progress of Comcast's pilot program to host PEG [Public, Educational and Governmental] content on Video On Demand ("VOD") and On Demand Online ("Online") platforms, consistent with the commitments and deadlines set forth in Section XIV.4 of Appendix A to the Comcast-NBCUniversal Order.<sup>1</sup>

## Background

Our July 2011 Report<sup>2</sup> described the initial steps Comcast took to design and populate its PEG VOD and Online pilot program in the six trial communities.<sup>3</sup> Among other things, Comcast engaged PEG stakeholders in each community to explore which VOD and/or Online PEG programming would most benefit residents, and engaged in various preparations to ensure that it could initiate placement of each communities' selected PEG programming on both the VOD and Online.

Comcast is pleased to report that it successfully launched both its PEG VOD and PEG Online platforms, and we provide updated information here about our efforts and accomplishments.

## Placement of PEG Content on Comcast VOD

By October 28, 2011 (*i.e.*, within nine months of the closing of the Comcast-NBCUniversal Transaction as required by Section XIV.4.c.ii of the Order), Comcast had successfully initiated placement of community-designated PEG content on its local VOD servers. As of January 2012, a total of approximately 12 hours of PEG programming has been hosted by the local VOD servers in the pilot communities. This value will continue to grow as the communities refresh the content placed in their designated folders.

---

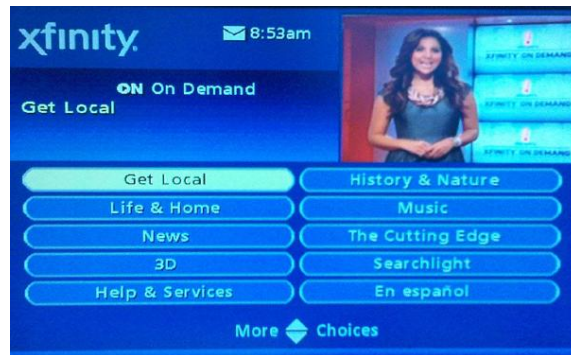
<sup>1</sup> In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. for Consent to Assign Licenses and Transfer Control of Licensees, Memorandum Opinion and Order, 26 FCC Rcd 4238 (2011) (the "Order").

<sup>2</sup> See Letter from Lynn R. Charytan, Vice President, Legal Regulatory Affairs, Comcast Corporation, to Marlene H. Dortch, Secretary, Federal Communications Commission, MB Docket No. 10-56 (Jul. 28, 2011) at Attachment B.

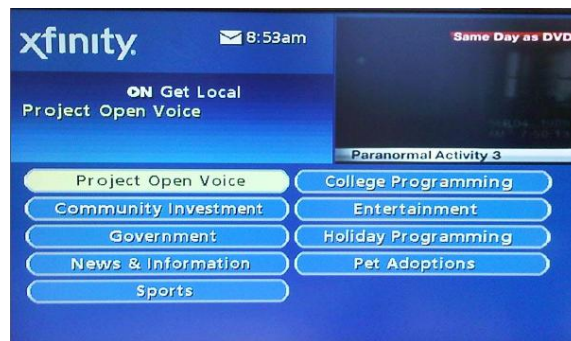
<sup>3</sup> The participating communities are: Fresno, California; Hialeah, Florida; Houston, Texas; Philadelphia, Pennsylvania; and Peterborough, New Hampshire. A sixth community, Medford, Massachusetts, was added to trial the PEG platforms.

## PEG VOD Folder Structure

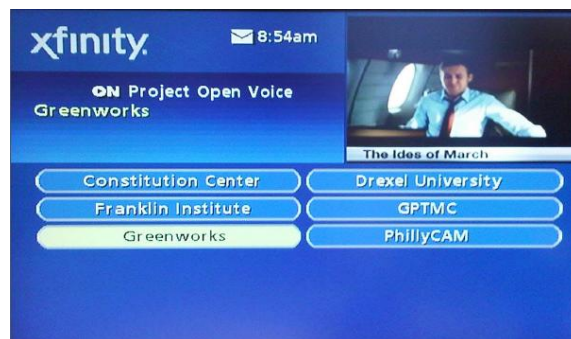
Comcast video subscribers can access the PEG VOD programming for their community by pressing the “On Demand” button in their remote control and navigating to the “Project Open Voice” folder. For example, the steps below illustrate how to reach the “Greenworks” PEG VOD content available in the Philadelphia market.



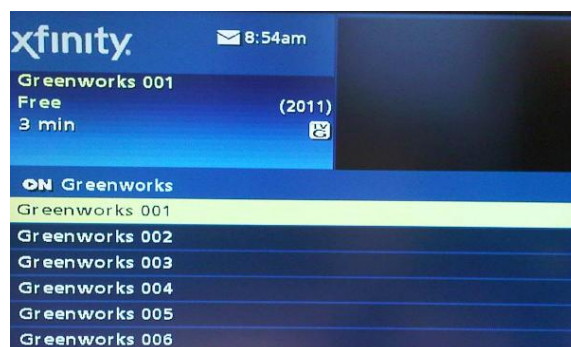
Select the “Get Local” folder from the folder list on the VOD home menu.



Select “Project Open Voice”. Note: other local content choices may be listed in this menu.



The next menu displays the folder names of all the PEG VOD content designated by the pilot community. Select “Greenworks” to display a list of available PEG VOD content.



All “Greenworks” PEG VOD content chosen by the Philadelphia Office of the Mayor is available in this folder. Users can playback content from here.

Other Philadelphia PEG VOD content is located in folders titled “PhillyCAM” and “Drexel University.” The Get Local – Project Open Voice navigation structure is the same in all of the pilot VOD systems.

### **Managing PEG Content on VOD**

In anticipation of the October 28, 2011 launch, Comcast met with PEG programmers specifically designated by the communities to participate in the VOD project and officials in each pilot community to introduce them to local Comcast VOD professionals. These meetings were also used to train PEG providers on the technical requirements for VOD content submission.

Project Open Voice teams also designed a straightforward submission process for PEG VOD content. Designated PEG programmers simply contact their local Comcast VOD team to request a folder management change or update. Soon after the PEG content is delivered by the PEG Programmer, the local Comcast VOD team converts it to VOD server-compatible format (if necessary), creates the relevant folder location and on-screen menu listing as per the PEG programmer’s instructions. The content is then ready for viewing by Comcast video subscribers within that pilot community.<sup>4</sup> Programming placed in the PEG VOD folders can be refreshed as often as the PEG provider wants, content folders can be added or deleted, or the city can decide to allocate server space to another PEG provider.

Local Comcast VOD teams will continue to work closely with designated PEG content managers to support each city’s VOD folder management needs.

### **Placement of PEG Content Online**

By January 28, 2012 (*i.e.*, within one year of the closing of the Comcast-NBCUniversal Transaction as required by Section XIV.4.iii), Comcast had successfully initiated placement of community-designated PEG content on a new, custom-designed online platform. Assisted by third-party developers, Comcast created six distinct websites to distribute local PEG content online and accessible to anyone on the public Internet.

### **Custom-built Websites for Each Pilot Community**

The names and web addresses chosen by each of the communities for their online platforms are:



[www.gottalovefresno.com](http://www.gottalovefresno.com)



[www.madeinmedford.com](http://www.madeinmedford.com)

<sup>4</sup> It bears emphasizing that Comcast exerts no editorial control over the content selected by each community for PEG VOD placement.



Each community led the design of the branding, visual identity, theme and messaging focus of its Online portal. The result is six unique websites, each with a look and feel specifically tailored to local online media distribution needs. Additional details on the theme chosen by each community are featured on the revamped Project Open Voice website ([www.projectopenvoice.com](http://www.projectopenvoice.com)), a copy of which is attached hereto as Exhibit A.

All sites were launched in beta form and are now generally available to all Internet users. Our web developers and local PEG consultants will continue working with the communities to optimize the design, technical characteristics and viewing experience of each site. This soft launch will be followed by increased promotional and marketing support, including press events and official community launch events, in the near future.

### **Streaming PEG and Local Content**

Each community was tasked with choosing qualified content providers to run “streaming channels” within the sites. Selected content providers then received user rights to manage the online content associated with their accounts, including new content uploads, designating “featured” videos, and other tools they can use to attract more viewers to their channels. Comcast provided common functions on the back-end of each website through a content provider dashboard to make managing content as simple as possible for the providers. The content provider dashboard lets the provider review all of the video, comments, social media and analytics functions all in one place. Video uploads are supported in a range of popular container formats, including .AVI, .MOV, .MP4, and .FLV and in a range of quality levels, including high definition (HD).

All sites were specifically designed to host and stream online PEG content with a format, function and appearance that is instantly familiar to any user of the Internet’s popular online video streaming sites. Users can browse and search for videos by typing a keyword, neighborhoods, subject, category, community activity ranking or channel name. Playback is controlled through the characteristic play/pause button with a volume and progress bar.



In addition, Comcast has provided each community with automated tools and suggested guidelines to minimize abuse of the site's features, such as the comments section.<sup>5</sup>

At launch, the sites featured nearly 400 videos of PEG and other local content. Since the Online platform has more capacity than a VOD server provides, communities have the ability to include more programming choices, including programming from traditional PEG providers, and also from other local interest media that the community may wish to share on its website.

Online access has the potential to broaden the accessibility and availability of local PEG and public-interest programming through electronic media on a scale previously unavailable. To support that new reach, Comcast is also providing the content providers with data and analytics to measure the web, social media and video viewership impact of their content in a wide variety of ways.

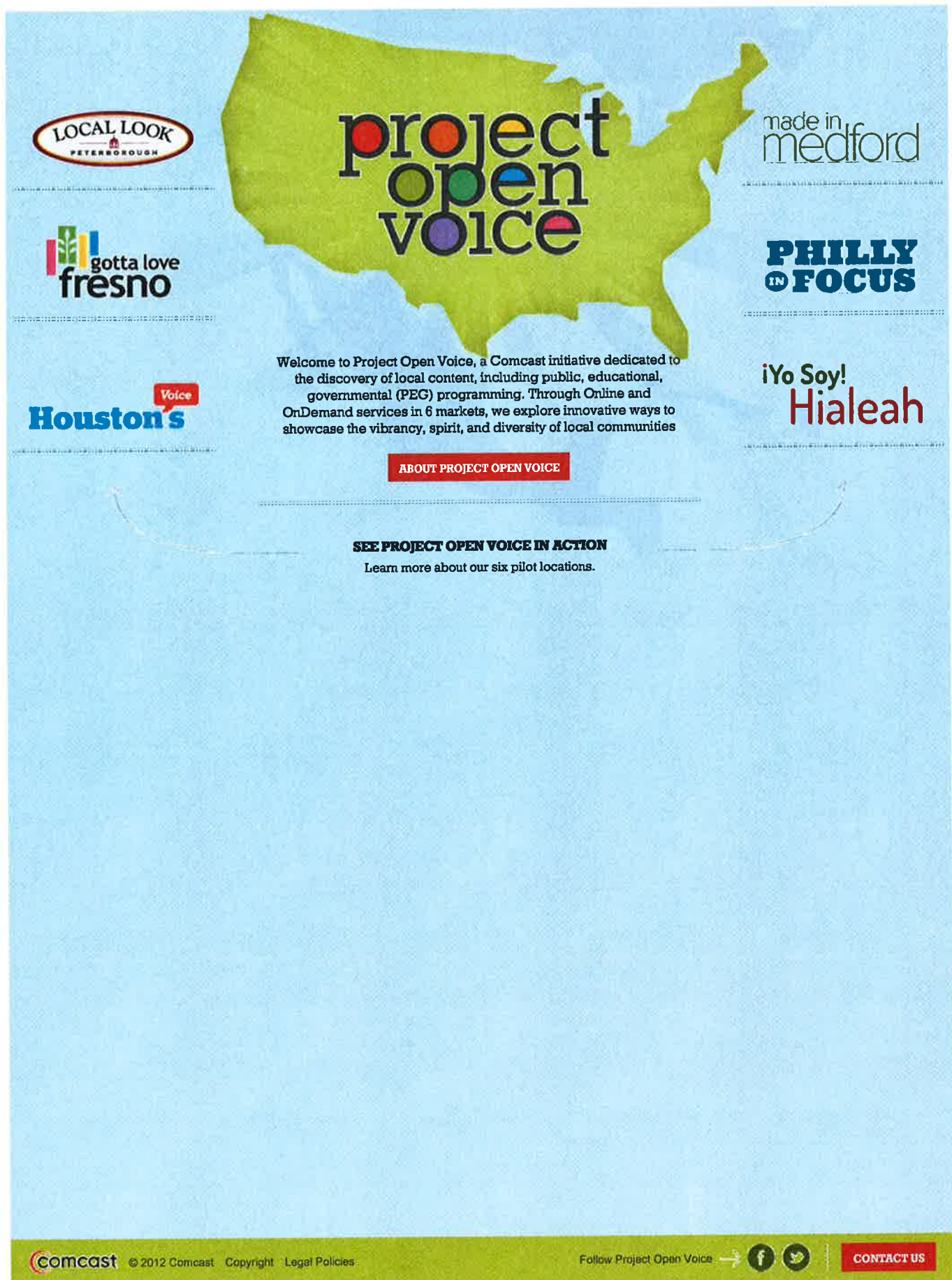


---

<sup>5</sup> Each community is responsible for monitoring and managing its Online portal and Comcast exerts no editorial control over the posted content.

# EXHIBIT A





**project open voice**

LOCAL LOOK  
PETERBOROUGH

made in  
medford

gotta love  
fresno

PHILLY  
IN FOCUS

iYo Soy!  
Hialeah



**Houston's** Voice

Welcome to Project Open Voice, a Comcast initiative dedicated to the discovery of local content, including public, educational, governmental (PEG) programming. Through Online and OnDemand services in 6 markets, we explore innovative ways to showcase the vibrancy, spirit, and diversity of local communities

**ABOUT PROJECT OPEN VOICE**

**SEE PROJECT OPEN VOICE IN ACTION**  
Learn more about our six pilot locations.

comcast © 2012 Comcast Copyright Legal Policies

Follow Project Open Voice →  

**CONTACT US**





## ABOUT PROJECT OPEN VOICE

Project Open Voice is a commitment to broaden the discovery of local content, including public, educational and government (PEG) programming. We seek to address the questions of diverse demand for local content in different communities and the variety of ways to deliver it. Comcast is working in six trial markets to find answers: Peterborough, NH; Medford, MA; Philadelphia, PA; Hialeah, FL; Houston, TX; and Fresno, CA.

Because of Comcast's commitment to PEG in local communities, they became a focal point for the project. Working with those providers, along with community leaders, non-profits and independent producers, we developed online and OnDemand platforms for all partners to use freely. We will continue to learn & adapt, and encourage you to explore Project Open Voice regularly.

### WATCH AND LEARN

Watch these videos to learn more about Project Open Voice.

Share



Share

### OUR MISSION & MORE..



Understand our dedication to supporting local voices, including public, educational and government programmers

[WATCH VIDEO](#)



Hear how POV enjoys close partnerships in our pilot markets with a diverse set of local leaders, groups, and content providers

[WATCH VIDEO](#)



Learn how we will provide our partners with deep data about the consumption of local content across web, social, mobile and OnDemand outlets.

[WATCH VIDEO](#)














© 2012 Comcast. Copyright. Legal Policy

Follow Project Open Voice



[CONTACT US](#)






Follow The Local Look →

While you may not have heard of it, you have undoubtedly read a book, watched a play or admired a painting that is connected in some way to Peterborough's world-famous artist colony. Expect to be surprised.


[VISIT THE LOCAL LOOK](#) [CONTRIBUTE CONTENT](#)


**Site Activity**



33  
Videos Uploaded

1  
Registered Member







0  
No Comments Posted

Share  Facebook  Share

**PEG CONTENT** 1 - 2 of 2




**Town of Peterborough**  
Ask Us About...Assessing




**ConVal School District**  
conval chronicle


**LOCAL CONTRIBUTORS** 1 - 3 of 31 [NEXT](#)




**InHaus Media**  
Local Look Peterborough  
Welcome






**Canning Peppers**



**Yankee Publishing**  
Lobster Pie



© 2012 Comcast. Copyright Legal Policies

Follow Project Open Voice → 

[CONTACT US](#)



Follow Gotta Love Fresno →

Fresno is a city in transition and it has food to thank for it. Nested in a largely agricultural region, the city's thriving restaurant scene, vibrant arts community and large state university make it uniquely Californian.

VISIT GOTTA LOVE FRESNO

CONTRIBUTE CONTENT

Site Activity

79 Videos Uploaded

2 Registered Members

2 Comments Posted

Share

Facebook

Share 0

PEG CONTENT

1 - 3 of 11 NEXT ▶

First 5 Fresno County Know The Signs Be Their Voice

Fresno State Million Service Hours

Fresno State First Generation Voice

LOCAL CONTRIBUTORS

1 - 3 of 67 NEXT ▶

KFSR Evening Eclectic

Street Scene with Ryan Jones

Heavy Young Heathens Music Video

Follow Project Open Voice →

CONTACT US

Follow Houston's View

The nation's fourth largest city, Houston is the definition of melting pot. A tremendous mix of diverse cultures and faiths translates to tons of incredibly original local programming and modern media consumption.

[VISIT HOUSTON'S VIEW](#) [CONTRIBUTE CONTENT](#)

**Site Activity**

85  
Videos Uploaded

2  
Registered Members

18  
Comments Posted

Share Facebook Share 0

**PEG CONTENT** 1 - 3 of 29 [NEXT](#)

**Houston Community College System TV**  
Max Your Business

**Houston Television**  
Spotlight Houston: Joe Sample

**Houston Media Source TV**  
Via Color

**LOCAL CONTRIBUTORS** 1 - 3 of 56 [NEXT](#)

**Positive Image Productions**  
Brianna Turner

**Houston's Voice Welcome**

**VISION Production Group**  
Opportunity Houston - Platos Cave

© 2012 Comcast Copyright Legal Policies

Follow Project Open Voice [CONTACT US](#)



Follow Made In Medford

Like neighboring Boston, Medford is a blue collar town with a passion for community. The city is on the cutting edge when it comes to PEG programming, community development and environmentally-friendly practices.

[VISIT MADE IN MEDFORD](#)
[CONTRIBUTE CONTENT](#)

**Site Activity**

60  
Videos Uploaded

14  
Registered Members

9  
Comments Posted

Share

**PEG CONTENT**

1 - 3 of 42 [NEXT](#)

Medford Update 8.16.11 -  
algold 0 2's library x 2 64  
001

Medford Update 10.31.11 -  
algold 0 2's library2 x 2 64

Fiorello 3rd place  
Auerbach Meet 1210 -  
algold 0 2's library x 2 64

**LOCAL CONTRIBUTORS**

1 - 3 of 16 [NEXT](#)

Made in Medford Intro  
Slideshow

made in medford loop  
FP.mov (video quicktime  
Object)\_x 2 64

Fit for Life 5K

© 2012 Comcast. Copyright. Legal Notices

Follow Project Open Voice

[CONTACT US](#)



Follow Philly In Focus →

Our beloved home, Philadelphia represents another major metropolitan market. The city's arts and food scenes, educational institutions and active PEG community prove that it is not just a historical landmark, but a modern American city.

[VISIT PHILLY IN FOCUS](#) [CONTRIBUTE CONTENT](#)

**Site Activity**

90  
Videos Uploaded

4  
Registered Members

3  
Comments Posted

Share Facebook Share 0

**PEG CONTENT** 1 - 3 of 9 [NEXT](#)

What is PhillyCAM699

Pushouts PhillyCAM

Temple University Interstitial - Five and Fit

**LOCAL CONTRIBUTORS** 1 - 3 of 81 [NEXT](#)

nb rosenbach

nb mattalgeo

Three Legged Fox - Let You Down

© 2012 Comcast. Copyright. Legal Policies

Follow Project Open Voice → [CONTACT US](#)

# Yo Soy! Hialeah

Follow Yo Soy Hialeah →

Despite being just outside of Miami, Hialeah is anything but palm trees and beaches. A rich cultural heritage, landmark racetrack and tremendous Cuban food and coffee make this city one of our most unique partners.

[VISIT YO SOY HIALEAH](#) [CONTRIBUTE CONTENT](#)

### Site Activity

33  
Videos Uploaded

4  
Registered Members

1  
Comment Posted

Share Facebook Share 0

### PEG CONTENT

1 - 3 of 4 NEXT ▶

YMCA - Because We Need Each Other

YMCA - Making a Difference

South Florida Autism Charter Schools

### LOCAL CONTRIBUTORS

1 - 3 of 29 NEXT ▶

NUESTRAS TRADICIONES

NUESTRAS TRADICIONES

NUESTRAS TRADICIONES

© 2012 Comcast. Copyright. Legal Policies

Follow Project Open Voice →

[CONTACT US](#)

[WWW.COMCAST.COM/PEG](http://WWW.COMCAST.COM/PEG)  
[WWW.PROJECTOPENVOICE.COM](http://WWW.PROJECTOPENVOICE.COM)

